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## Edinburgh Research Explorer

### Footprint

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Edinburgh College of Art, Pedal, Pidgin Perfect  
Edinburgh



**Cities:** Neighbourhoods, public spaces **Regions:** local money

## Footprint

A three day collaborative project for the University of Edinburgh's Innovative Learning Week, February 2012

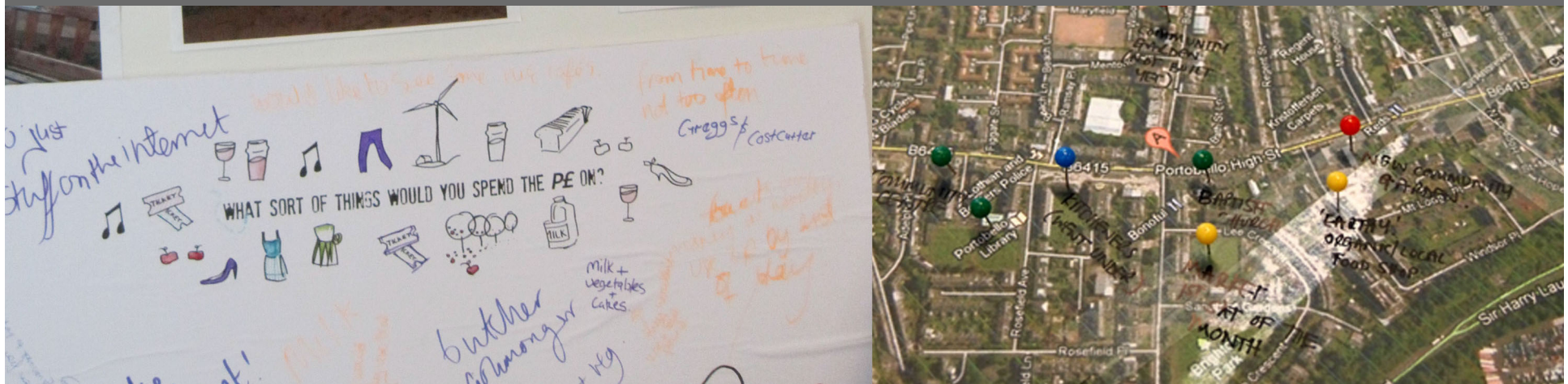
FOOTPRINT  
INNOVATIVE LEARNING WEEK

Poster presentation for DESIS Helsinki, 2012  
more on: <http://sites.ace.ed.ac.uk/footprint/>





**CONTEXT:** A project to equip students with skills in facilitating social engagement and sustainability for the benefit of the local community. “Footprint” was based on the importance of collaboration: we worked with PEDAL, a community action group who are working to turn Edinburgh’s Portobello area into a sustainable community and Pidgin Perfect, a Glaswegian creative studio who conceived the innovative design approach that we would use to pursue one of PEDAL’s project aims.







**PROJECT:** We focused on promoting one of PEDAL's aims: the creation of a local currency. As with existing similar projects, a 'Porty Pound' would encourage local consumption and production and help revitalise the local high street, a public space currently under threat in Britain. In consultation with the local community we would identify strategies to promote the currency and present ideas for what shape it could take.







**DESIGN ROLE:** The designer is no longer just a creator of products, but a facilitator that uses a variety of multidisciplinary tools to conceive, develop and communicate ideas. Activities including backcasting, brainstorming, design thinking and interviews culminated in a pop-up exhibition in Portobello to showcase ideas to the community. For the design students, the project was an opportunity to realise the benefits and challenges of working with communities.

